

## ***Salt-N-Pepa Recognized for BabyCal Participation***



◆ Department of Health Services Director Kim Belshé (left) with BabyCal spokespersons Salt-N-Pepa, who received gubernatorial commendations recently for their work to promote prenatal care to women statewide.

In a special Sacramento Monarchs halftime program August 8, 1997, two star-powered BabyCal partners – Grammy-award winning rap group Salt-N-Pepa and the Sacramento Monarchs WNBA team – received gubernatorial commendations recognizing their valued support of the BabyCal Campaign.

Salt-N-Pepa joined BabyCal two years ago as the campaign's celebrity spokespersons. Since then, they have generously volunteered their time and talents to help educate at-risk expectant mothers in California about the importance of prenatal care. During their 1997 inaugural

season, the Monarchs partnered with BabyCal to promote early prenatal care to expectant women in the Sacramento area.

"We are very pleased to have both Salt-N-Pepa and the Monarchs on our team," said Director Kim Belshé. In accepting the honor, Cheryl "Salt" James responded, "It is our pleasure to play our part in making a difference for moms and babies in California. We want to encourage expectant moms to get early and ongoing prenatal care to give their babies the best possible start."

In addition to the commendation ceremony, highlights of the special Monarchs/BabyCal halftime program included the airing of the award-winning Salt-N-Pepa BabyCal public service announcements and the Sacramento debut of "R U Ready," a single from the trio's upcoming album, "Brand New." The crowd responded very enthusiastically to Salt-N-Pepa and their personal messages about the importance of prenatal care.

Salt-N-Pepa also conducted a series of interviews with Sacramento TV stations and newspapers about their commitment to BabyCal, serving to heighten visibility of the campaign and its messages. The day's events drew strong press coverage, including an interview on Lifetime Television, which broadcast the game nationally and has a predominantly female focus and audience.

## ***Diaper Deliveries Make a Difference for Sacramento Moms-to-Be***

What do you get when you combine BabyCal and basketball? Diapers, of course! BabyCal supporters the Sacramento Monarchs (WNBA) and Sacramento-based Raley's/Bel Air supermarkets recently teamed up to provide \$5,000 worth of diapers to six local BabyCal community-based organizations that serve at-risk, expectant women. The deliveries were made possible through admission proceeds generated from the

Monarchs' June 16 exhibition game against the Utah Starzz and a generous matching donation by Raley's/Bel Air.

The product deliveries were intended to recognize local organizations for their efforts to improve infant health in Sacramento and provide essential baby care items for outreach to their clientele.

*(cont. on p.2)*

# El Nido Family Centers

Executive Director, Emily Lloyd • Phone: (310) 559-9222

A four-year member of the BabyCal CBO Network, El Nido Family Centers provides a variety of programs for at-risk youth and their families throughout the Los Angeles area.

El Nido (Spanish for “the nest”) offers programs geared specifically to the communities in which they are located. These programs include delinquency prevention, teen pregnancy services, child abuse prevention, parenting and life education and programs for students.

The largest program operated by El Nido is its Teenage Parent and Infant Development Program, implemented through the Adolescent Family Life Program (AFLP), which offers prenatal and childcare classes, referrals, as well as counseling. Prenatal classes generally consist of 30-35 women and are taught by a community volunteer. BabyCal pens and brochures are distributed as part of a prenatal packet. Some of the male partners attend the pregnancy classes as well, and are given a prenatal care video to watch on site or at home, to teach them about their developing baby.

El Nido places a strong emphasis on the importance of completing one’s education. Recently, the Los Angeles Times

featured the El Nido Centers for helping 25 teenage mothers earn their high school diplomas. Seven of these women received college scholarships of \$500 each. Last year, El Nido Centers helped more than 13,000 pregnant young women and teenage parents deliver healthier babies and stay in school.

El Nido also offers the programs, “Siblings/Positive Futures” and “Real Men Can.” While both focus on teen pregnancy prevention, “Real Men Can” specifically teaches participants about life during and after pregnancy. Siblings/Positive Futures offers educational and recreational activities for the siblings of pregnant and parenting teens. According to El Nido, such positive participation is often the best way to break the cycle of teen pregnancy.

El Nido includes six centers, with a total staff of 140 professionals. Though El Nido has a largely Hispanic and African-American client population, the organization serves an ethnically diverse clientele. Established in 1925 by volunteers as a shelter for impoverished and malnourished women, El Nido serves more than 30,000 clients each year.



## Diaper Deliveries *(cont. from p.1)*

Department of Health Services Director, Kim Belshé, and Monarchs center, Tajama Abraham, kicked off the deliveries at The Center for Community Health and Wellbeing in Sacramento. They were joined by Tina Hickman, the Center’s assistant director, and a number of new parents and babies served by the Center. The five other BabyCal CBOs who received diaper deliveries were: Planned Parenthood of Sacramento, Sacramento Urban Indian Health, Lutheran Social Services, Options for Recovery and Sacramento County WIC.

“We know these essential items will be greatly appreciated by moms, babies and families in the Sacramento area,” said Ms. Belshé. “We applaud the Sacramento Monarchs and Raley’s/Bel Air for their support of prenatal care education in the Sacramento community.”



◆Pictured are (left to right): Monarchs Center Tajama Abraham (with infant, Kala Thor) and Kim Belshé, Director of the Department of Health Services (with infant, Woody Riley) at the Center for Community Health and Wellbeing, the first of six Sacramento-area community based organizations selected to receive diapers to distribute to their clients.

## *DHS Programs Collaborate to Promote Breastfeeding*

**B**reastfeeding will be the norm in California for at least the first year of life and preferably longer. That is the vision shared by the Department of Health Services' (DHS) newly assembled Statewide Committee on Breastfeeding Promotion. As its first task, the committee under the oversight of the DHS' Primary Care and Family Health Services Division, has created a program to highlight the health and economic benefits of breastfeeding. The committee's executive summary of the program is entitled, "Breastfeeding: Investing in California's future."

Information in the report is intended to educate policy



makers and medical providers so that they can make a difference among the populations they serve. The report includes specific ways to increase the incidence and duration of breastfeeding – for example, by applying cultural relevance in all breastfeeding promotion to effectively reach diverse populations.

To participate in the breastfeeding initiatives in your area, you are encouraged to contact your Regional Breastfeeding Coalition. Coalition contacts and their goals and activities are available by calling: Suzanne Haydu, Maternal and Child Health Nutrition Consultant, (916) 654-5228. Or, for a copy of the report or the executive summary, please call Lori Hankins, WIC Warehouse, (800) 852-5770.

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## *BabyCal Participates in Health Fairs and Conferences*

**N**orthern California CBO Coordinator Nadine Roberts represented BabyCal at the **World's Largest Baby Shower** at Sacramento's Florin Mall on June 7. In support of the Monarchs/BabyCal partnership, Sacramento Monarchs (WNBA) player Chantel Tremiere made a special appearance at the booth to sign autographs and address the crowd. The event proved to be extremely effective in reaching the target audience with BabyCal information and materials. BabyCal also participated in:

- **The California Rural Indian Health Board's first Maternal and Child Health Conference** in Seaside, Calif., May 28-30. Geared to health educators and practitioners in the Native American community, the conference attracted more than 80 attendees.

- **The third annual Fathers and Families Conference** held in Anaheim, June 17-19. More than 500 people attended the conference, including providers that target pregnant and parenting men and women throughout California. The conference was an opportunity for Southern California CBO Coordinator Alva Moreno to meet with influencers and promote the vital role of the father in prenatal care.

- **The fifth annual Black Infant Health Summit** in Marina Del Rey on July 10. The summit was an opportunity for participants to gain valuable insight about

many issues affecting the health of African-American families. BabyCal was one of eight organizations hosting an exhibit booth. The day-long summit featured workshops on prenatal and parenting issues, including the roles of men and women.

BabyCal is in the process of compiling a list of health fairs and conferences serving our target populations, to attend in the upcoming year. Please let us know of health fairs/conferences in your area. We'll include as many as possible in our planning for the year. Contact your local CBO Coordinator or Andrea Hanson at Hill and Knowlton, (213) 966-5763.

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## *Update on New Print Materials*

The much awaited redevelopment of BabyCal's print materials is nearly complete. Introduction of new print materials is anticipated for late October 1997 / early November 1997. These new materials include updated brochures and posters, as well as the wipe-off magnet (samples were distributed with the summer issue of BabyCal News). More information and revised order forms will be sent to members of the BabyCal CBO Network closer to the new materials introduction.

# BabyCal Notes

## New BabyCal Ads Launch

September marked the launch of a new BabyCal advertising campaign, now airing on TV and radio stations throughout California. The three commercials were produced based on the positive response we received from eight focus groups composed of expectant mothers and fathers. Each commercial is unique in its approach to communicate BabyCal key messages to the target.

- **Nursery** depicts the harsh reality of low birthweight. It



features a young mother, sitting in an empty nursery, explaining to family and friends over the telephone that her newborn is underweight and cannot come home from the hospital. Nursery will air on TV and radio. A Spanish TV version also will broadcast.

- **Temptations** is about a day in the life of an empowered



young pregnant woman who resists the temptations of unhealthy behaviors – like smoking, drinking and drugs. The commercial is intended to encourage expectant mothers to pass up temptations and to seek early prenatal care in order to give their babies the best possible start. Temptations will broadcast on TV.

- **Two Guys** emphasizes the fathers' role in prenatal care.



It features two men -- one, an expectant father who leaves his basketball game early to accompany the mother of his child to a prenatal appointment, and the other who tries unsuccessfully to

convince his friend to finish the game. Two Guys will broadcast on TV and radio.

These ads are enhanced by the creative use of sound effects, contemporary music and camera angles. The new BabyCal logo and 800 number are animated for the first time and are prominently displayed.

## *Welcome, New BabyCal CBOs!*

We would like to offer a warm welcome to the newest members of the BabyCal CBO Network. Thank you for your partnership to promote early prenatal care.

- ACT/CAL-LEARN, Salinas
- Chana High School - Teen Parent Program, Auburn
- Cyesis School, Hanford
- Duncan Polytechnical High School/PACE, Fresno

If you know of other organizations that might be interested in joining the BabyCal Network, please contact your local CBO Coordinator or Andrea Hanson at Hill and Knowlton, (213) 966-5763.

## BabyCal Staffing Updates

### Welcome, Pam Coe – CBO Administration

We know you'll join us in wishing well to Erica Boatman, who is leaving the BabyCal CBO team to further her education. Erica has enjoyed working with so many of you, and leaves you in the good hands of her replacement, Pam Coe. Pam — a mother of one (daughter, Jiya, age 7) — is very pleased to be part of the BabyCal team, and looks forward to working with you. Feel free to call her at (213) 966-5741 to place orders and introduce yourself.

### Order Information

Although we are continuing to phase out current print materials in anticipation of updated items, BabyCal continues to offer a variety of materials available free of charge to community-based organizations. Available materials include pens, brochures, posters and wipe-off magnets with pens. Order forms can be obtained from your CBO Coordinator and faxed to Hill and Knowlton (attention: Pamela Coe, fax # 213/782-8195).

### BabyCal Campaign Contact Information:

#### **CBO Coordinators:**

Northern California: Nadine Roberts (916/925-7816) or Edith Tybo (916/395-0461)

Southern California: Alva Moreno (310/948-2281)

**Hill & Knowlton:** 6500 Wilshire Blvd., 21st Floor, Los Angeles, CA 90048

Contact: Pamela Coe (213/966-5741)

Fax: 213/782-8195

or CBO Director Andrea Hanson (213/966-5763)

#### **Department of Health Services:**

714 P St., Room 1650, Sacramento, CA 95814

Contact: Lisa Jackson (916/657-3719)

Fax: 916/657-3224

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